

VENTURE INSIDE

# DESIGN THINKING



# YOUR DESIGN JOURNEY

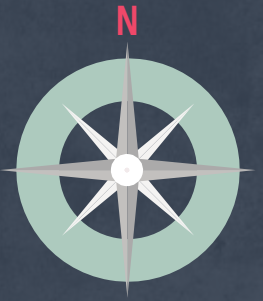
## How to use this workbook

This is your step-by-step guide to problem solving through Design Thinking. The workbook will take you on a journey through problem validation, research, and ideation, to get you on the right path to solving compelling problems at RBC and beyond!

Adventure awaits!







What is  
Design Thinking?

What's the  
Problem?

Identifying  
the End User

Re-Validate

Prototype  
and Test

Divergent  
Thinking

Success and Barriers

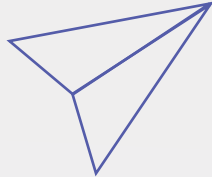
Learn and Reflect

# WHAT IS DESIGN THINKING?

An analytical and creative approach to problem solving that is driven by empathy, experimentation, and iteration



Understand



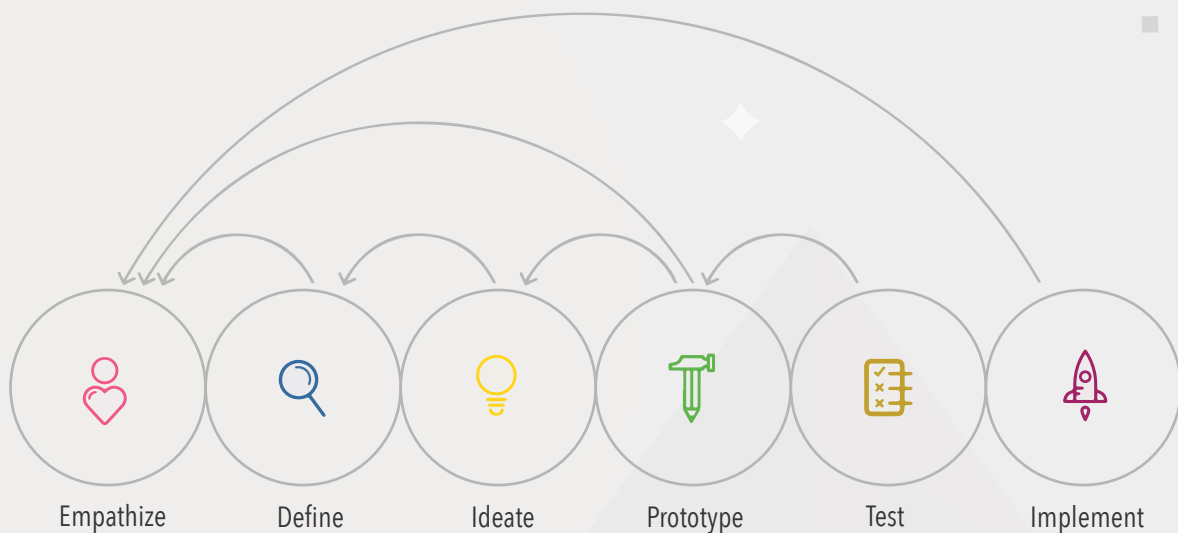
Ideate



Prototype

## Process

Throughout the Design Thinking process, you'll use empathy to understand the problem, and divergent thinking to explore opportunities. From your ideation and research, you'll be able to converge on key findings, and rapidly prototype solutions to test your key ideas and validate solutions that will bring value to the business and the end user.



# PROBLEM STATEMENT GENERATOR

Your problem statement outlines what problem you are trying to solve, why you are trying to solve it, and who it will help.

As a .....  
end user

I would like to .....

.....

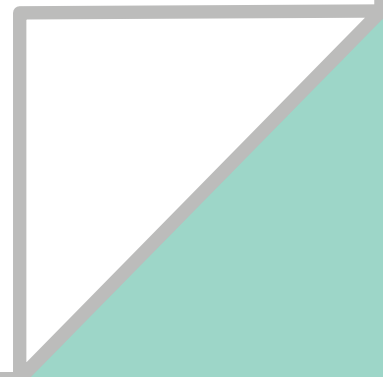
.....  
What are you trying to accomplish?

in order to .....

.....

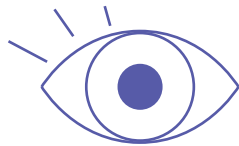
.....  
Why are you trying to accomplish it?

Now that you've identified  
the core problem, it's time to  
brainstorm your solution.



# But first, who are you helping?

The best way to understand who your end user is and how you can help them is to meet them!  
Insights in Design Thinking come from a combination of interviewing and observing your end user.



## Observation

What do you see?  
what do you hear?



## Interviewing

What are they  
telling you?

**OBSERVING + INTERVIEWING = INSIGHTS**

Use the next two pages to jot down every observation and interview insight you've gained

## Interviews

What are they saying?

How do they feel?

Who do they talk about?

What do they talk about?



## Observations

What are they doing?

What do you hear?

What habits or trends emerge?

What is their body language like?



# END USER PROFILE

The purpose of personas is to create reliable and realistic representations of your key audience segments, so you know who you're solving the problem for. These representations should be based on the interviewing and observation exercises you ran, and insights you gathered.



Using the questions below as a guide,  
fill in your primary and secondary personas



## NEEDS

What does she need in her life? In her work?  
What is essential for her?  
What's missing?

## BEHAVIOURS

What are her routines?  
What does she buy?  
How does she spend her free time?  
What are her rituals?

## INTERESTS

What does she spend her time on?  
What inspires her?  
What does she read, watch, listen to?

## POWERS

What resources does she control?  
What can she do?  
Who does she have influence over?

## VALUES

What carries meaning for her?  
What's her moral compass?  
What makes her indignant, satisfied, frustrated?  
What does she want for the world?

## ASPIRATIONS

What kind of person does she want to be?  
Life dream? Heroes? Role models?





## PRIMARY PERSONA

**NEEDS**

**POWERS**

**BEHAVIOURS**

**VALUES**

**INTERESTS**

**ASPIRATIONS**



## SECONDARY PERSONA

**NEEDS**

**BEHAVIOURS**

# RE-VALIDATE

Now that you've interviewed and observed your end users and created personas, you know what they care about. Are you still solving the right problem? Use the template below to create a new problem statement, if needed.

If we \_\_\_\_\_  
insert action

in order to \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
problem to solve

then \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
anticipated result



# IDEATE

Divergent thinking is the process of coming up with many unique solutions in order to solve a problem. Brainstorm possible solutions using the prompts below.

**RISKY  
IDEA**

**LOW TECH  
IDEA**

**OBVIOUS  
IDEA**

**HIGH TECH  
IDEA**

**BORROWED IDEA**  
(FROM ANOTHER INDUSTRY)

**BAD  
IDEA**

# PROTOTYPE AND TEST

## EXPERIMENT

An experiment is something you build for people to experience and react to. This could be an event, a paper prototype, a proof of concept, a demo, whatever will create an interaction with your end user.

What experiment will you run to test a solution that could solve your problem statement?

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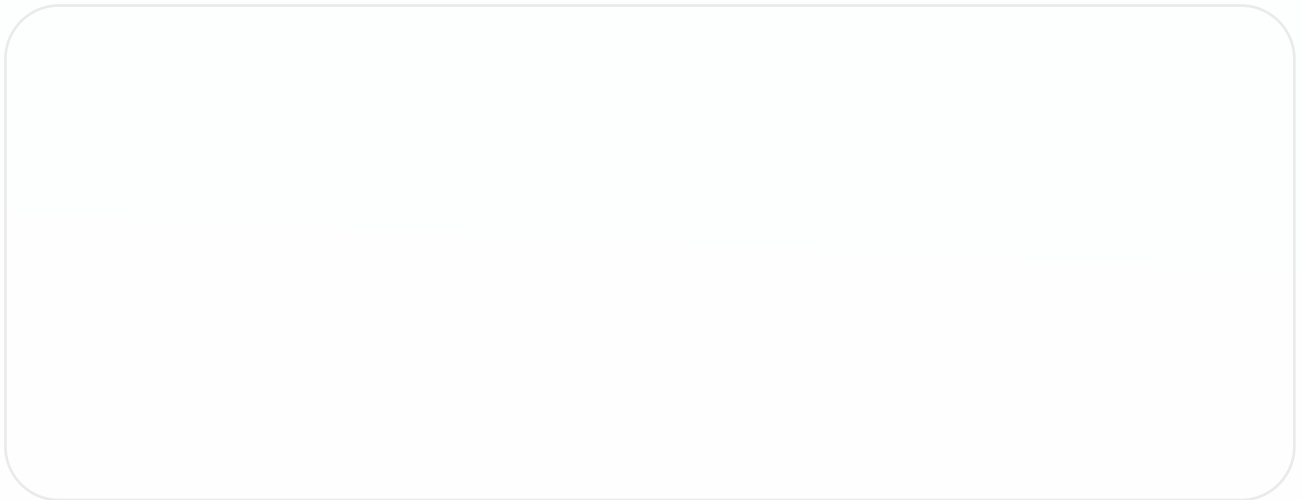
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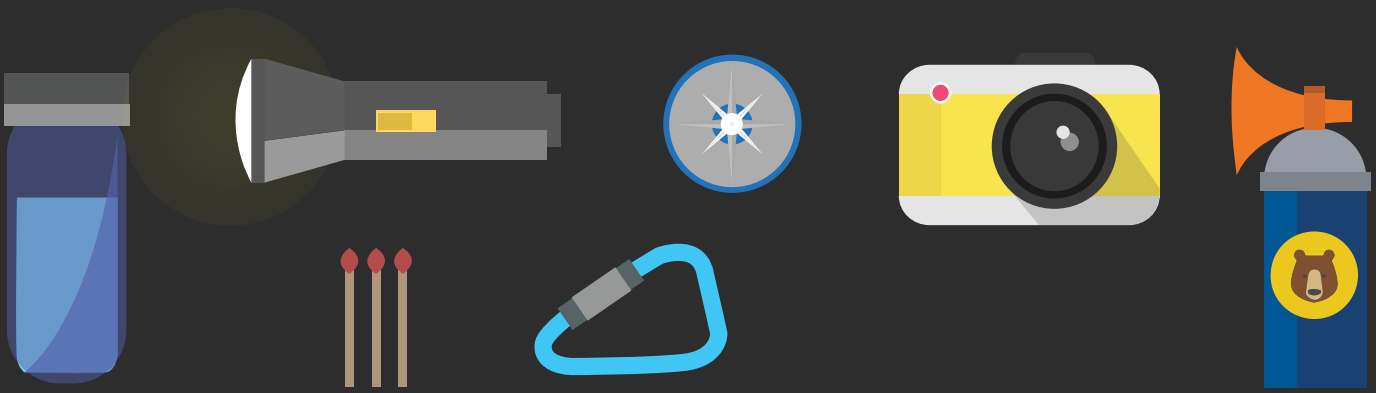
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...and now draw it!







# THINGS THAT YOU WILL NEED

Make a list of activities, resources, and materials that you need to implement your idea.

<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>



What partnerships will make this a success?

.....

.....

.....

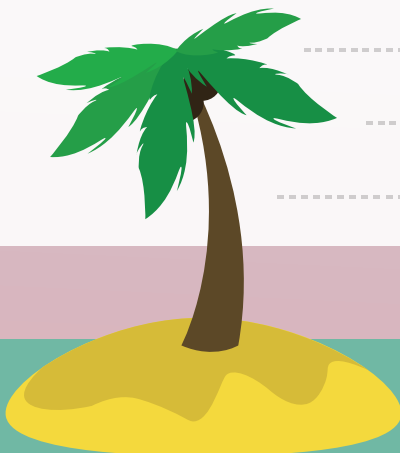
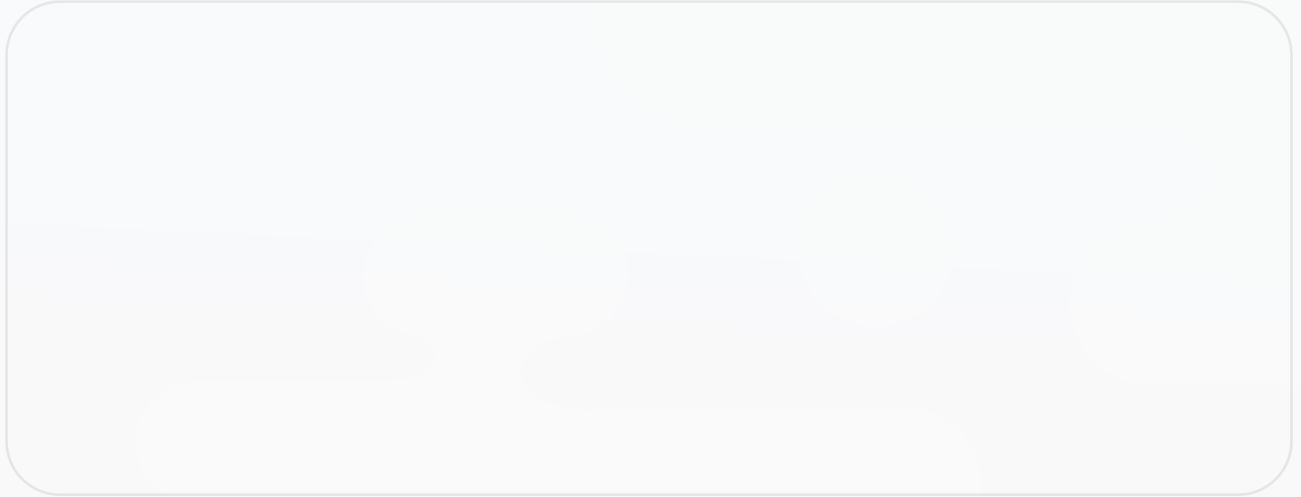
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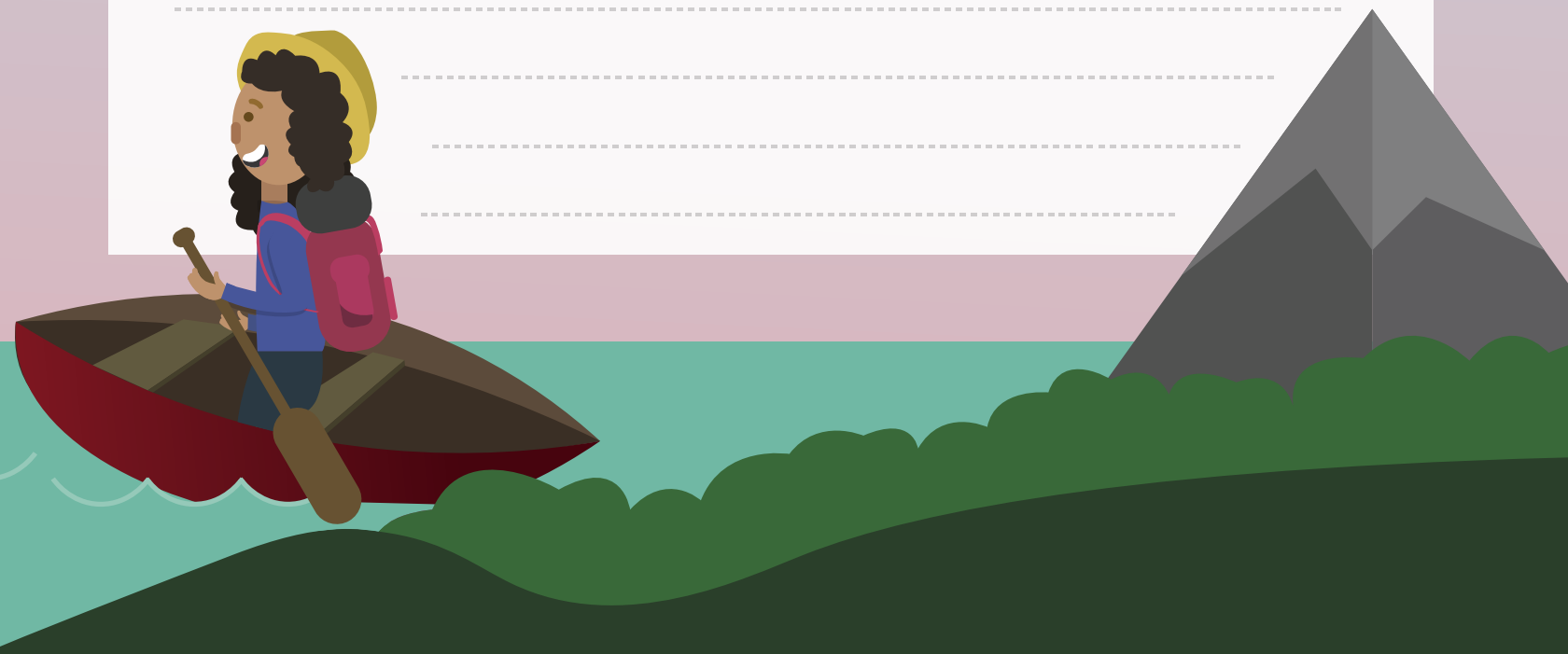
# SUCCESS

What does success look like?

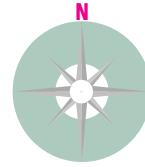


# BARRIERS

What barriers will you face?



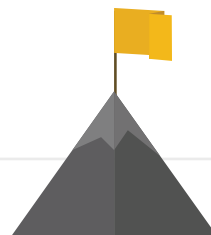
# WHAT DID YOU LEARN?



A key part of the Design Thinking process is the ability to measure the impact of your idea and what you learn from it, continuously improving your solutions.

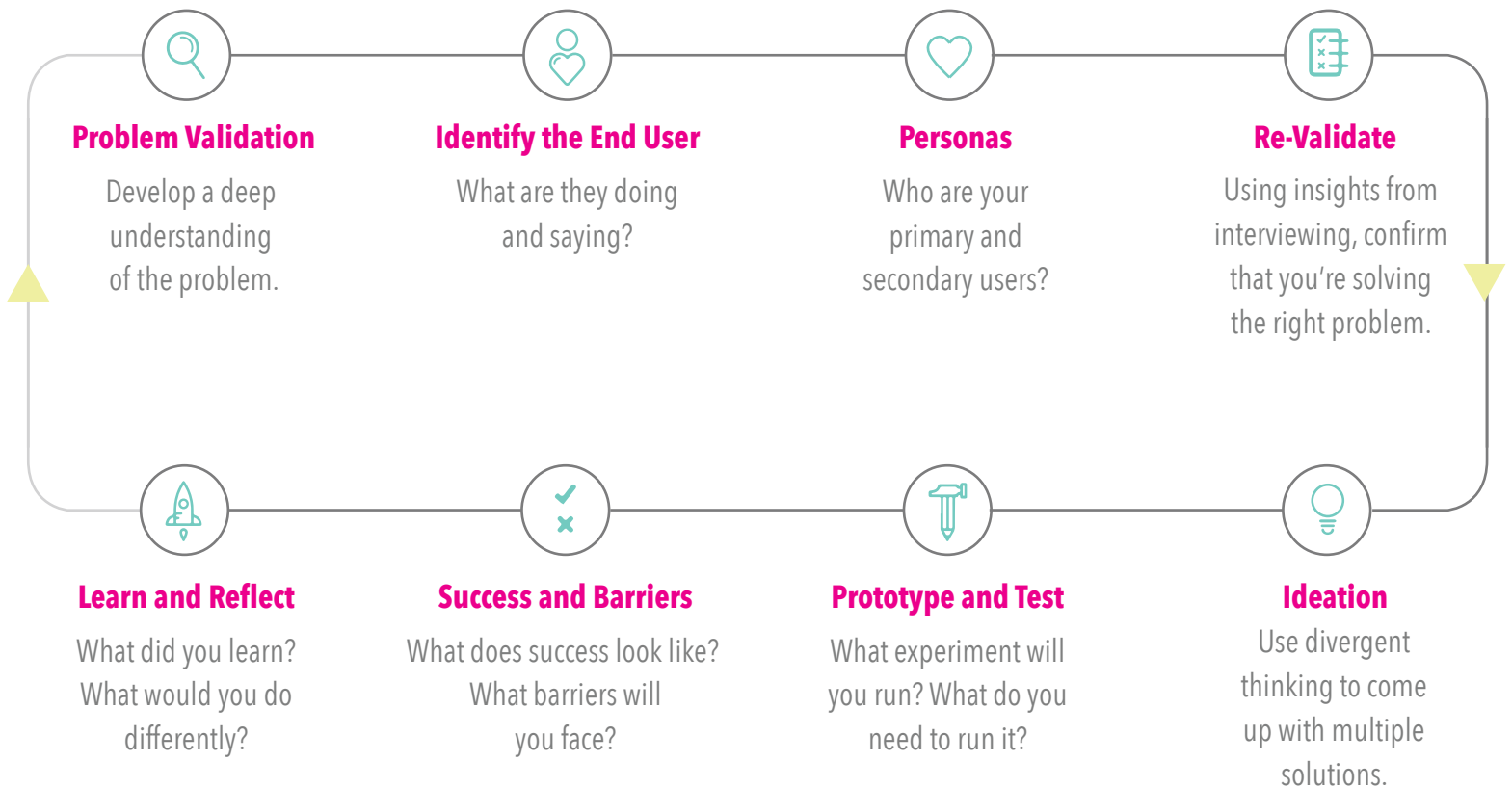
After you ran your experiment, what did you learn?

How did people react, how would you do it differently next time? What do you need to change? What can stay the same?



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Here are some great places on Connect to get additional support:

*Pro tip: type the group name into the search bar on Connect*

## Venture Inside

Connect with intrapreneurs and experts, and post your ideas

## Spark!

Need help on a project or an idea?  
Post a spark!

## Design Thinking

Find more Design Thinking resources

Tear this page off and share your knowledge with a friend!



**VENTURE** INSIDE